

REP HEADLINE# 6361194 TRF# E:063611
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT8/12 15.51
 CHANGES *** WFLA-TV ***

ADV # ADV. NAME BILL/M ROMNEY/R/PRE/US REP. # OFF. # SALESMAN #
 AGY # ACT. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID

133 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)
 BEVERLY, MA 01915

ORDER # CONTRACT # 6361194 CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST#467 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT3/12 OCT9/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT8/12 15.51

REP: CREDIT
 SPOTS CANCELED LN'S 6,8-9,12,14-15
 NEW TTL \$12,300
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ROMNEY FOR PRESIDENT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
6	S		330P-700P	30		\$450.00	10/6	10/6	0		SAT	0
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 467												
8	S		630P-700P	30		\$2,500.00	10/6	10/6	0		SAT	0

PROGRAM : COLLEGE FTBL
 CON COM1: COLLEGE FTBL
 PROGRAM : SAT 630P NEWS
 CON COM1: SAT 630P NEWS

NOV 01 2012
 10/8/12 FCL
 (5)

REP HEADLINE# 0361194 TRF# E:000011
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT8/12 15.51
 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
9	S		700P-800P	30		\$650.00	10/6	10/6	0		SAT	0
PROGRAM : SAT ENT TONIGHT												
CON COM1: SAT ENT TONIGHT												
12	S		1000A-1100A	30		\$1,400.00	10/7	10/7	0		SUN	0
PROGRAM : MEET PRESS												
CON COM1: MEET PRESS												
14	S		630P-700P	30		\$2,500.00	10/7	10/7	0		SUN	0
PROGRAM : SUN 630P NEWS												
CON COM1: SUN 630P NEWS												
15	S		815P-1130P	30		\$5,000.00	10/7	10/7	0		SUN	0
PROGRAM : SUN FTBL												
CON COM1: SUN FTBL												
OCT/12			12300.00									
CONTRACT TOTAL											12300.00	
TOTAL SPOTS											12	

MARKET TOTALS \$112,400 WFLA 17% WFTS 24% WTSP 35% WTVT 17% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 801 Issue 1



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	12300	Campaign Ref:	E:063611940
Buyer:	..	Client/Product/Estimate:	.. / .467	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06361194
Est./PO Number:	06361194	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots	3	3	3750
2	M-Su 11p News MT....	03	1250	30 Comme	Nbr of Spots	2	2	2500
3	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	03	3000	30 Comme	Nbr of Spots	1	1	3000
4	Sat 7a Today ShowS.	03	500	30 Comme	Nbr of Spots	1	1	500
5	Sat 9a NewsS.	03	300	30 Comme	Nbr of Spots	1	1	300
6	Sat 6p NewsS.	03	700	30 Comme	Nbr of Spots	1	1	700
7	Sat 630p ET / 530p CT NBC Nightly NewsS.	02		30 Comme	Nbr of Spots	1	1	
8	Sun 8a Today ShowS	03	500	30 Comme	Nbr of Spots	1	1	500
9	Sun 9a NewsS	03	300	30 Comme	Nbr of Spots	1	1	300
Weekly Totals: Total Spots(Ord Spots)					10	2	12	
Closed PR					1		1	

Local

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 801 Issue 1

News Channel 8
on your side



MeTV



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client: Mitt Romney/ R/ President/ US	Submission Cost: 12300	Campaign Ref: E:063611940
Buyer: " "	Client/Product/Estimate: . / /467	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06361194
Est./PO Number: 06361194	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
10	Sun 6p News	03	750	30	1		1	750
S			Comme				
Weekly Totals: Total Spots(Ord Spots)					10	2	12	
Closed PR					1		1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
7	Sat 630p ET / 530p CT NBC Nightly News	30 Commercial	10/01/12	Closed Pre Emption	2,500.00	No Makegood / Credit	00000000000	E:063611940

Grand Totals

		Month 10 Weeks: 4	
	Totals	10/01	10/08
Spots	12	10	2
Cost	12300	9800	2500

Grand Totals:

Spots: 12
Gross Total: 12,300.00
Commission: 1,845.00
Net Total: 10,455.00

REP HEADLINE# 6361194
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
OCT2/12 11.59
*** WFLA-TV ***

ADV # ADV. NAME POLI/M ROMNEY/R/PRE/US

AGY # AGY. NAME AMERICAN KAMBLER PRODUCTIONS

138 CONANT STREET

BEVERLY, MA 01915

REP. # OFF. # SALESMAN #

BUYER NAME STEPHANIE KINCAID

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6361194

CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST#467 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT3/12 OCT9/12 WK-1

CITY TAX STATE TAX

CO-OP BILLING NEEDED

DATE OCT2/12 11.59

REP: NEW ORDER

TTL \$29,800 @19X

PLEASE CONFIRM

THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ROMNEY FOR PRESIDENT

440: \$15,500

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 467

1 1100P-1130P 30 \$1,250.00 10/3 10/5 3 W-F 3

PROGRAM : 11P NEWS
CON COM1 : 11P NEWS

2 1100P-1130P 30 \$1,250.00 10/8 10/9 2 M-TU 2

PROGRAM : 11P NEWS
CON COM1 : 11P NEWS

3 1000P-1100P 30 \$3,000.00 10/5 10/5 1 FRI 1

PROGRAM : DATELINE
CON COM1 : DATELINE

10/3/12 FCC (5)

REP HEADLINE# 0361194
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT2/12 11.59
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A	30		\$500.00	10/6	10/6	1		SAT	1
PROGRAM : SAT TODAY												
CON COM1: SAT TODAY												
5			900A-1000A	30		\$300.00	10/6	10/6	1		SAT	1
PROGRAM : SAT 9A NEWS												
CON COM1: SAT 9A NEWS												
6			330P-700P	30		\$450.00	10/6	10/6	1		SAT	1
PROGRAM : COLLEGE FTBL												
CON COM1: COLLEGE FTBL												
7			600P-630P	30		\$700.00	10/6	10/6	1		SAT	1
PROGRAM : SAT 6P NEWS												
CON COM1: SAT 6P NEWS												
8			630P-700P	30		\$2,500.00	10/6	10/6	1		SAT	1
PROGRAM : SAT 630P NEWS												
CON COM1: SAT 630P NEWS												
9			700P-800P	30		\$650.00	10/6	10/6	1		SAT	1
PROGRAM : SAT ENT TONIGHT												
CON COM1: SAT ENT TONIGHT												
10			800A-900A	30		\$500.00	10/7	10/7	1		SUN	1
PROGRAM : SUN TODAY												
CON COM1: SUN TODAY												
11			900A-1000A	30		\$300.00	10/7	10/7	1		SUN	1
PROGRAM : SUN 9A NEWS												
CON COM1: SUN 9A NEWS												
12			1000A-1100A	30		\$1,400.00	10/7	10/7	1		SUN	1
PROGRAM : MEET PRESS												
CON COM1: MEET PRESS												

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REP HEADLINE# 6361194
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT2/12 11.59
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			600P-630P	30		\$750.00	10/7	10/7	1		SUN	1
PROGRAM : SUN 6P NEWS												
CON COM1: SUN 6P NEWS												
14			630P-700P	30		\$2,500.00	10/7	10/7	1		SUN	1
PROGRAM : SUN 630P NEWS												
CON COM1: SUN 630P NEWS												
15			815P-1130P	30		\$5,000.00	10/7	10/7	2		SUN	2
PROGRAM : SUN FTBL												
CON COM1: SUN FTBL												
OCT/12						29800.00						
CONTRACT TOTAL												29800.00
TOTAL SPOTS												19

Level 2

Level 1

MARKET TOTALS \$172,400 WFLA 17% WFTS 24% WTSP 35% WTVT 17% WTOG 0% WTTA 0% WMOR 0%
 SHARES ACCURATE WMOX 0% WXPX 0% WWSB 7% CABL 0%
 SVC- NSI
 DEMOS- RA351*

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 797 Issue 1



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	12300	Campaign Ref:	E:063611940
Buyer:	US	Client/Product/Estimate:	/ / 1467	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06361194
Est./PO Number:	06361194	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots	3		3750
2	M-Su 11p News MT.....	03	1250	30 Comme	Nbr of Spots	2	2	2500
3	Fri 10p ET / 9p CT Dateline NBC Friday ...F....	03	3000	30 Comme	Nbr of Spots	1		3000
4	Sat 7a Today ShowS.	03	500	30 Comme	Nbr of Spots	1		500
5	Sat 9a NewsS.	03	300	30 Comme	Nbr of Spots	1		300
6	Sat 6p NewsS.	03	700	30 Comme	Nbr of Spots	1		700
7	Sat 630p ET / 530p CT NBC Nightly NewsS.	02	2500	30 Comme	Nbr of Spots	1		2500
8	Sun 8a Today Show	03	500	30	Nbr of Spots	1		500
Weekly Totals:					11	2	13	
Total Spots(Ord Spots)					-1			-2500
Open PR								

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 797 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 12300	Campaign Ref: E:063611940
Buyer: ..	Client/Product/Estimate: ./ /467	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06361194
Est./PO Number: 06361194	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
9	Sun 9a NewsS	03	300	30 Comme	Nbr of Spots	1	1	300
10	Sun 6p NewsS	03	750	30 Comme	Nbr of Spots	1	1	750
Weekly Totals:					11	2	13	
Total Spots(Ord Spots)					11	2	13	
Open PR					-1	-1	-1	-2500

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
7	Sat 630p ET / 530p CT NBC Nightly News	30 Commercial	10/01/12	Open Pre Emption	2,500.00		00000000000	E:063611940

Grand Totals

		Month 10 Weeks: 4	
Totals		10/01	10/08
Spots	13	11	2
Cost	14800	12300	2500

Grand Totals:

Spots:	13
Gross Total:	12,300.00
Commission:	1,845.00
Net Total:	10,455.00



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

134029
American Rambler Productions
138 Conant Street
BEVERLY MA 01915

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: Mitt Romney/ R/ President/ U
PROD: Romney For President

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
10/28/12 E:063611940
WFLA
INVOICE NUMBER 0100033201
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/01/12-10/14/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /467
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-Su 11p News						*WFLA	:30 Commercial		
1250.00	1	3		10/03	WE	11:33P	30 2012MRFP130	1250.00	
				10/04	TH	11:12P	30 2012MRFP130	1250.00	
				10/05	FR	11:10P	30 2012MRFP130	1250.00	
1250.00	2	2		10/08	MO	11:22P	30 2012MRFP137	1250.00	
				10/09	TU	11:12P	30 2012MRFP137	1250.00	
Fri 10p ET / 9p CT Dateline NB						*WFLA	:30 Commercial		
3000.00	3	1		10/05	FR	10:29P	30 2012MRFP130	3000.00	
Sat 7a Today Show						*WFLA	:30 Commercial		
500.00	4	1		10/06	SA	08:22A	30 2012MRFP137	500.00	
Sat 9a News						*WFLA	:30 Commercial		
300.00	5	1		10/06	SA	09:21A	30 2012MRFP137	300.00	
Sat 6p News						*WFLA	:30 Commercial		
700.00	6	1		10/06	SA	05:59P	30 2012MRFP137	700.00	
Sat 630p ET / 530p CT N8C Nigh						*WFLA	:30 Commercial		
2500.00	7	1		10/06	SA		30	.00	Preempted 2500.00-
Sun 8a Today Show						*WFLA	:30 Commercial		
500.00	8	1		10/07	SU	08:55A	30 2012MRFP137	500.00	
Sun 9a News						*WFLA	:30 Commercial		
300.00	9	1		10/07	SU	09:22A	30 2012MRFP137	300.00	
Sun 6p News						*WFLA	:30 Commercial		
750.00	10	1		10/07	SU	06:14P	30 2012MRFP137	750.00	
Total Airtime Gross Spot Revenue:				12,300.00					

PERIOD COST 14,800.00

12 Total Units

ACTUAL GROSS BILLING 12,300.00
AGENCY COMMISSION 1,845.00
NET DUE 10,455.00

Debits .00
Credits 2,500.00-
SUB-TOTALS 2,500.00CR
TOTAL RECONCILING

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WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER
Mitt Romney/ R/ President/ U
PRODUCT
Romney For President

INVOICE NUMBER 0100033201
BROADCAST MONTH 10/01/2012 - 10/28
AMOUNT DUE 10,455.00

REMIT TO:

*00162

000134029
American Rambler Productions
138 Conant Street
BEVERLY MA 01915

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



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